

December 31, 1945

* HAPPY NEW YEAR *
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* THANKS FOR THE HOLIDAY GREETINGS *
* FROM MANY OF YOU, AND OUR *
* WARMEST WISHES TO YOU ALL *
* FOR A HAPPY NEAR YEAR! *
* The Editors. *

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

SPECIAL ANNOUNCEMENT
FASHION CALENDAR WILL REACH YOU ONE DAY LATE
NEXT WEEK BECAUSE OF NEW YEAR'S DAY.

WEEK BEGINNING SUNDAY, DECEMBER 30, 1945

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Published	NEW LEAFLET ON SHOPPING FOR RAYON Descriptions of how informative labels help in shopping for rayon clothes and fabrics; and how to judge fit and workmanship in a rayon dress. For free leaflets, contact: Sally Dickson, MU. 2-1615.	AMERICAN VISCOSE CORP. 350 FIFTH AVENUE	SALLY DICKSON ASSOC. 299 MADISON AVENUE
Sunday Dec. 30- Jan. 4	SHOWING OF NEW SPRING COLLECTIONS Included will be children's bathing suits, pajamas, underwear, shoes, slippers, headwear, hosiery, toys, books, utility bags, coats, sportswear, suits, jackets, carriage covers, dresses, blouses, boys' clothing, etc.	METROPOLITAN JUVENILE STYLE MART, INC.	HOTEL NEW YORKER 34TH ST. & 8TH AVE.
Monday Dec. 31	WEEKEND HOLIDAY FOR MOST STORES Practically all stores and resident buying offices will be closed on Monday, Dec. 31, giving their employees a 3-day holiday.	DEPARTMENT STORES & SPECIALTY SHOPS	NEW YORK, BROOKLYN, NEWARK
Jan. 1	NEW YEAR'S DAY (Tuesday)		
Beginning Tuesday Jan. 1- May 1	SEVENTH ANNUAL FASHIONS COMPETITION Sketches of any outer garment for Fall and Winter, 1946 or Spring and Summer, 1947 may be submitted. Prizes from \$2000 to \$50, with a special award of \$500 for the best teen-age design. Director: Mrs. Grace Pickering.	CHICAGO TRIBUNE	CHICAGO, ILLINOIS
Wednesday Jan. 2 8:30 P.M.- 11:00 P.M.	RECEPTION: SECOND ANNUAL EXHIBITION Opening reception of the Second Annual Exhibition of Contemporary American Drawings. Contact: AT. 9-8508.	THE NATIONAL ACADEMY	1083 FIFTH AVENUE (AT 90TH STREET)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 4	"CALEXICO COLORAMA: FASHIONS BY AIR"	CALIFORNIA MANUFACTURERS	SALINAS Y ROCHA MEXICO CITY
	Leading designers and members of the fashion press have been invited and will be flown down to a preview of Calexico Colorama Fashions at the Salinas Y Rocha store in Mexico City. These fashions are made in a series of Mexican-inspired prints which will soon be released to 75 department stores throughout the United States, Mexico, Canada, and South Africa. This promotion is being sponsored jointly by the California Fabric Co., Philip Wick Co., A. Q. Mills, and American Airlines, with creations by 17 leading California designers. Publicity: Martha Percilla, Abbott Kimball Co., PL. 3-9600.		
About Jan. 5	NEW EDITION OF INCOME TAX GUIDE	HAROLD GOLD & LOUIS HAIMOFF	FAIRCHILD PUBLISHING CO. 8 EAST 13TH STREET
	Featuring a new supplement called "Tax Saving Suggestions," the 1946 edition of Fairchild's Income Tax Guide for Retailers discusses income tax problems of the average retailer. Price: \$2.75.		
Week of Jan. 7	SPRING MILLINERY MARKET WEEK	CALIFORNIA APPAREL CREATORS	LOS ANGELES CALIFORNIA
Monday Jan. 7- Jan. 11	SIXTH NATIONAL PRESS WEEK	NEW YORK DRESS INSTITUTE	NEW YORK CITY
	Visiting editors from key newspapers of the country will see 22 collections of leading dress designers of New York. Collections shown from 9:30 A.M. to 12:30 P.M.; 2:00 P.M. to 5:00 P.M.; and two evening showings during the week. By invitation. Publicity: Eleanor Lambert, PL. 5-8580.		
Monday Jan. 7 1:00 P.M.	LUNCHEON FOR OUT- OF-TOWN EDITORS	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA HOTEL ASTOR GALLERY
	Luncheon for visiting editors to mark official opening of Press Week. <u>Press strictly by invitation.</u> Publicity: Eleanor Lambert, PL. 5-8580.		
Monday Jan. 7 5:00 P.M.- 8:00 P.M.	COCKTAIL PARTY FOR VISITING PRESS	DOROTHY GRAY (683 FIFTH AVE.)	ST. REGIS HOTEL PENTHOUSE
	Dorothy Gray is inviting the out-of-town press to a Cocktail Party. By invitation only. Publicity: Olga Fabian, WI. 2-6109.		
Monday Jan. 7- Jan. 11	THIRTY-FIFTH ANNUAL CONVENTION	NATIONAL RETAIL DRY GOODS ASSOCIATION	HOTEL PENNSYLVANIA 7TH AVE. & 33RD ST.
	Theme: "The Challenge of Changing Conditions" with 5 general sessions, covering the subjects of personnel, merchandising, sales promotion and operations and profits. There will be over 50 speakers, with the following preliminary program: <u>Mon. 12:15 P.M.</u> --Open Forum Luncheon, sponsored by Assn. of Buying Offices, Inc. Cost: \$2.75 per person. <u>Afternoon Session:</u> "Display--An Active Selling Force." <u>Tues. Morning:</u> "The Challenge to Personnel" and Piece Goods Session. <u>Tues. Evening:</u> "Planning Smaller Stores' Operation In 1946." <u>Wed. Afternoon:</u> "How The Smaller Volume Store Will Meet Its Competition." <u>Wed. Evening:</u> "Merchandising--In Peace Time, Again." <u>Thurs. Morning:</u> "What's Ahead In Ready-To-Wear." <u>Thurs. Afternoon:</u> "The Challenge to Operation and Profits." <u>Thurs. Evening:</u> 35th Annual Banquet. Registration Fees: NRDGA members and resident buying office staff members--\$2.00 per person; \$10.00 per store maximum (any number of representatives). Non-Members--\$25.00 per store (regardless of number of representatives). Publicity: Edward S. Hoyt, PE. 6-2155, Ext. 7.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Jan. 7- Jan. 31	VICTORY CLOTHING COLLECTION Second national clothing collection campaign, headed by Henry J. Kaiser, for 100 million garments, in addition to shoes and bedding for overseas relief. Each contributor will be invited to enclose with the garments a good-will letter to the unknown recipient. Do cooperate and contact: United National Clothing Collection, 100 Maiden Lane, HA. 2-0290.	UNITED NATIONAL CLOTHING COLLECTION	ALL OVER THE COUNTRY
Tuesday Jan. 8 8:30 A.M. Breakfast	ACCESSORIES BREAKFAST FOR VISITING PRESS Accessories breakfast for out-of-town press. <u>Attendance strictly by invitation.</u> Publicity: Ann R. Silver Associates, MU. 2-8633.	FOUR LEADING ACCESSORY DESIGNERS	PLACE TO BE ANNOUNCED
Tuesday Jan. 8 12:30 P.M. Luncheon	LUNCHEON FASHION SHOW FOR PRESS Emily Wilkens' luncheon fashion show of Spring and Summer <u>Young Originals</u> for out-of-town press. <u>Strictly by invitation.</u> Publicity: Eleanor Lambert, PL. 5-8580.	EMILY WILKENS	WALDORF-ASTORIA HOTEL JADE ROOM
Tuesday Jan. 8 12:15 P.M. Luncheon	BUYERS' BOARD LUNCHEON MEETINGS Subject of this "Women's Reporter's" Buyers Board Meeting will be "Blouses", discussed for the February issue. These frequent meetings with buyers from all over the country furnish material of value to the buyers themselves, to the editorial content of "Women's Reporter", and to manufacturers. Other meetings for January include: <u>Thurs., Jan. 17</u> - "Rainwear" for March Issue; <u>Thurs., Jan. 24</u> - "Accessories" for March Issue; <u>Thurs., Jan. 31</u> - "Brand Line Dresses \$5 - \$16" for April Issue. Publicity: Nancy Copeland, WI. 2-2790.	WOMEN'S REPORTER (EMPIRE STATE BLDG.)	EMPIRE STATE CLUB 21ST FLOOR
Tuesday Jan. 8 4:00 P.M.- 6:00 P.M.	PRESS PREVIEW: SPRING MILLINERY For New York and out-of-town press, a preview of Laddie Northridge's Spring and early Summer hat collection. Show begins promptly at 4 o'clock. Press by invitation only. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Tuesday Jan. 8 5:00 P.M.	SEMI-ANNUAL FASHION PRESENTATION Eleventh semi-annual fashion presentation by Woolknit Associates for buyers, merchandise managers, and fashion press, by invitation only. Under direction of June Hamilton Rhodes, Bureau of Fashion Trends, WI. 7-7476.	WOOLKNIT ASSOCIATES	PIERRE HOTEL BALLROOM
Wednesday Jan. 9 8:00 A.M. Breakfast	SEMI-ANNUAL PRESS BREAKFAST The Millinery Fashion Bureau is once again inviting out-of-town editors to this semi-annual breakfast from 8:00 A.M. to 9:45 A.M. <u>Strictly for the press and strictly by invitation.</u>	MILLINERY FASHION BUREAU	HOTEL COMMODORE LEXINGTON AVE. & 42 ST.
Wednesday Jan. 9 5:30 P.M. Cocktails	MILLINERY FASHION SHOW FOR VISITING PRESS Lilly Dache has invited the out-of-town press to a millinery fashion show and cocktail party. <u>Press strictly by invitation.</u> Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET SALON

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 9 9:30 P.M.- 11:00 P.M.	TWELFTH ANNUAL FASHION SHOW Annual House Dress Fashion Show will be divided into 3 scenes: "State Of The Union" -- stressing the national scope of the industry and the many states in which its products are manufactured. "Under the Microscope" -- about the developing fabric picture, technical improvements in materials, fabrics of the future, and post L-85 designs. "What's In A Name" -- featuring dresses contributed by member manufacturers, identified by a brand name. Production supervised by Rosemary Sheehan. Admission: \$15.00. Publicity: Rudi Lazarus, LA. 4-5549.	NATIONAL ASSOCIATIONS OF HOUSE DRESS MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM
Thursday Jan. 10 8:30 A.M.	BREAKFAST FOR OUT-OF-TOWN EDITORS Press by invitation only. Publicity: Dora Miller, LO. 3-4285.	RICHARD HUDNUT	ASTOR HOTEL
Thursday Jan. 10 12:15 P.M. Sharp	LUNCHEON MEETING: "FUN WITH ADVERTISING" Subject of members' monthly luncheon meetings: "Fun With Advertising: The \$64 Questions for '46." Is the new approach to be Light and Fantastic? Do women like your ads? And, if the eyes have it, do you get that woman... that man?...and a dozen PLUS questions answered (and supplemented with slides) by b.j. Kidd (Mrs. Elizabeth), Associate Copy Director, N. W. Ayer & Son, Inc., Philadelphia, author of the book "Just Like A Woman." Price of luncheon: \$3.10 (including tax and tip). (Reservations close Wed., Jan. 9 at 5 P.M.). Members may bring 2 guests. Please make reservations promptly. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	BILTMORE HOTEL BALLROOM
Thursday Jan. 10 12:30 P.M. Luncheon	"DAYLIGHT SHOWING OF STARLIGHT FASHIONS" Odette Barsa, lingerie designer, will present her new dramatic lingerie creations to the out-of-town press in a "Daylight Showing of Starlight Fashions" during buffet luncheon. <u>By invitation only.</u> Publicity: Ann R. Silver Associates, MU. 2-8633.	ODETTE BARSA	16 EAST 34TH STREET SHOWROOM
Thursday Jan. 10 5:00 P.M.- 7:00 P.M.	"DIAMONDS TOMORROW AND YESTERDAY" A gallery showing of masterpieces in that most fabulous of all fashion materials--gem diamonds, showing trends of tomorrow with treasures of yesterday. Invitations have been issued. Publicity: Gertrude Dale, CI. 6-0200.	N. W. AYER & SON, INC.	ST. REGIS HOTEL LOUIS XVI SUITE
Thursday Jan. 10 5:30 P.M. Cocktails	PRESS PREVIEW: NEW CORSETRY DEVELOPMENT A new development in corsetry by A. Stein & Company will be introduced to the press at a cocktail party. Attendance strictly by invitation. Contact: Sigmund Stein, Chairman, MU. 3-9150.	A. STEIN & CO. (200 MADISON AVE.)	HAMPSHIRE HOUSE COTTAGE
Thursday Jan. 10- Jan. 25	SUMMER SPORTSWEAR SHOWINGS IN CALIFORNIA Members of California Sportswear Guild will open second lines on the following dates: Jan. 10: Tabak of California; Hi-Style of California; De De Johnson; Morris Nagel-Versatogs. Jan. 14: Connie Foster; Lou Kornhandler. Jan. 15: Murray Goldstein; Western Fashions; Agnes Barrett. Jan. 25: W. J. Schminke & Associates. Contact: Murray Goldstein, Chairman.	CALIFORNIA SPORTS- WEAR GUILD	LOS ANGELES CALIFORNIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 11 8:30 A.M. Breakfast	NEW ACCESSORIES AT PRESS BREAKFAST New accessories will be shown to the out-of-town press during breakfast. <u>Press strictly by invitation.</u>	NECKWEAR AND SCARF ASSOCIATION Publicity: Dora Miller, LO. 3-4285.	HOTEL COMMODORE SOUTH ROOM
Friday Jan. 11 5:00 P.M.- 6:00 P.M. Cocktails	PRESS PARTY: "RECORD OF SUNNY HOURS" Frances Sider invites the press to a brief showing of her playclothes and beachwear at a cocktail party -- "Record Of Sunny Hours." Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	FRANCES SIDER	HAMPSHIRE HOUSE COTTAGE
Friday Jan. 11 5:30 P.M.- 8:30 P.M.	SPECIAL PARTY FOR VISITING EDITORS David Crystal is giving a party for the out-of-town editors at the Stork Club between 5:30 P.M. and 8:30 P.M. Attendance by invitation only. Publicity: Laura Benham, WI. 2-3000.	DAVID CRYSTAL INC.	STORK CLUB 3 EAST 53RD STREET
Saturday Jan. 12 9:30 A.M. Breakfast	VISITING PRESS AT MILLINERY BREAKFAST A millinery fashion show and breakfast given by Sally Victor for the out- of-town press. <u>Attendance strictly by invitation.</u> Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Saturday Jan. 12 12:45 P.M. Luncheon	LUNCHEON SHOWING FOR VISITING PRESS Varden Petite's Resort and Spring collection will be shown to the out-of- town press during luncheon. <u>Strictly by invitation.</u> Contact: Miss Margo, PE. 6-5460.	VARDEN PETITE	VARDEN INC. 530 SEVENTH AVENUE
Beginning Saturday Jan. 12- Feb. 2	EXHIBITION: "DIRECTIONS IN ABSTRACTION" Paintings by Balcomb Greene, Ben-Zion, Adolph Gottlieb, Alfred Maurer, and others. Contact: Bertha Schaefer, WI. 2-3331.	BERTHA SCHAEFER INTERIORS	32 EAST 57TH STREET
Sunday Jan. 13 12:00 Noon	INFORMAL BREAKFAST FOR OUT-OF-TOWN PRESS The Cleanliness Bureau of the Association of American Soap and Glycerine Producers is inviting fashion and beauty editors to a Sunday breakfast at the Biltmore. Contact: Mary-Madeleine Riddle, Editor, PE. 6-4074.	CLEANLINESS BUREAU	BILTMORE HOTEL 43RD ST. & MADISON AVE.
Jan. 14	CORSET MARKET WEEK		
Monday Jan. 14 12:30 P.M. Luncheon	LUNCHEON SHOWING FOR FASHION EDITORS Press preview of new shoulder pads by "Nu-Trend". Attendance by invita- tion only. Publicity: Bea Baris, LO. 3-6759.	TECLA SHOULDER PAD CO. (40 WEST 29TH STREET)	STORK CLUB BLESSED EVENT ROOM
Monday Jan. 14 3:00 P.M.- 6:00 P.M.	EGG NOGG PARTY AND MILLINERY SHOWING "Head In The Clouds"--new Spring millinery presentation by Mary Goodfellow at an Open House Egg Nogg Party for the press and trade. By invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	MARY GOODFELLOW	23½ EAST 61ST STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 15	NEWSSTAND DATE: "FASCINATION" MAGAZINE With individuality as its theme, this new women's magazine "Fascination", directed to all ages, groups, and types, will emphasize beauty and fashion. There will be sections entitled "Active Hours", "Leisure Moods", "Gay Moments", "Playtime", and "Decor Accents", illustrating what's new in wearing apparel for women of all ages. Also, articles by C. S. Forester, British novelist; Harry Conover, model authority; Hattie Carnegie, Fashion designer; Irving Hoffman, Broadway columnist; Iles Brody, the "Manhattan Chronicler"; fashions by Renee Long, style authority; Nancy Craig's comments on women's activities; and beauty hints by Mona Manet, Hollywood make-up expert. Editor: Gregory Carmichael; Fashion Editor: Mae Sherman; Beauty Editor: Mona Manet. Price: 25¢ a copy, distributed nationally by the American News Company. Publicity: Gregory Carmichael, CO. 5-0377.	AVON PUBLICATIONS 119 WEST 57TH ST.	NEWSSTANDS
Wednesday Jan. 16 1:00 P.M.	CASUAL FASHIONS AT LUNCHEON SHOWING Presentation of casual fashions including blouses, suits, slacks, pajamas, etc. Open to public. Press by invitation. Contact: Mrs. Lehman, RE. 7-2184.	CASUAL CLOTHES (744 MADISON AVE.)	WALDORF-ASTORIA SERT ROOM
Thursday Jan. 17 12:30 P.M. Luncheon	PRESS PREVIEW: NEW JUNIOR FASHIONS A "Through Your Looking-Glass" luncheon fashion show previewing Spring and Summer Jonathan Logan fashions. Clothes designed for the junior figure by Dorris Varnum. Commentator: Vyvyan Donner, fashion director, Fox Movietone News. Press by invitation only. Publicity: Billie Gould, Inc., LA. 4-8773.	JONATHAN LOGAN CLASSICS	WALDORF-ASTORIA WEDGWOOD ROOM
Thursday Jan. 17 2:00 P.M.	PRESS PREVIEW OF VERSATILE ACCESSORIES Lucienne Harang presents a press preview of her designs in versatile accessories and custom-made gloves for Easter and Spring. Attendance strictly by invitation. Publicity: Anna T. Moore, ST. 9-6000.	LUCIENNE HARANG	135 EAST 39TH STREET
Week Of Jan. 21	MIAMI MARKET WEEK AND FASHION SHOW "Miami Fashions of 1946," presentation of about 75 creations by members of the Council, will be the main feature of Miami Market Week. Open to public, this is the first of the annual fashion shows planned by the Miami Fashion Council. There will be trade showings of new bathing suits, slacks, play clothes, and suits and dresses for resort wear. Contact: Miami Fashion Council, Miami Chamber of Commerce.	MIAMI FASHION COUNCIL	MIAMI FLORIDA
Week Of Jan. 21	DALLAS SPRING AND SUMMER SHOWINGS Late Spring and early Summer market showings sponsored by the Dallas Fashion and Sportswear Center, The American Fashion Association, and the National Fashion Exhibitors, offering a varied selection of women's, misses', and children's apparel, millinery, and accessories.	THREE FASHION ORGANIZATIONS	DALLAS & FORT WORTH, TEXAS
Tuesday Jan. 22 12:30 P.M. Luncheon	VICTORY FASHION SHOW FOR "MARCH OF DIMES" Second annual "March of Dimes" Fashion Show, for benefit of Nat'l Foundation for Infantile Paralysis, featuring Spring fashions chosen by a selections panel of fashion editors. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 22 3:45 P.M.	SCHOOL CLOTHING FASHION SHOW Sponsored by Macy's Fabric Centre and the Advance Pattern Company, this annual School Clothing Fashion Show is specifically for sewing teachers of Greater New York. Press and sewing teachers by invitation only. Publicity: Dorothy De Groat, Macy's Fabric Centre, CH. 4-2000, Ext. 2201.	R. H. MACY & CO. (HERALD SQUARE)	PLAZA HOTEL GRAND BALLROOM
Tuesday Jan. 22 6:00 P.M.	HOSIERY WHOLESALERS' ANNUAL MEETING By invitation only. Contact: Morris Wertkin, WH. 3-6330.	HOSIERY WHOLESALERS NATIONAL ASSOC., INC.	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Jan. 23 10:30 A.M.	PRESS PREVIEW: NEW MILLINERY COLLECTION Sally Victor will present her newest Spring and Summer millinery creations to the press. Attendance by invitation only. Publicity: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Beginning Jan. 28	SHOWING OF NEW LONDON COLLECTIONS The following members of Incorporated Society of London Fashion Designers have set dates for their export collections: Jan. 28: Hardy Amies, Creed, Victor Stiebel; Jan. 29: Norman Hartnell, Molyneux, Digby Morton; Jan. 30: Bianca Mosca, Peter Russell, Angele Delanghe; Jan. 31: Worth.	INCORPORATED SOCIETY OF FASHION DESIGNERS	LONDON ENGLAND
Monday Feb. 4	OPENING OF SPRING AND SUMMER LINES Formal opening of Spring and Summer junior and misses' dresses, sportswear, coats, and suits. The American Fashion Exhibitors will also open their lines at about the same time at the Hotel Statler. Contact: A. H. Sincoff, President of Association.	ST. LOUIS FASHION CREATORS	ST. LOUIS MISSOURI
Tuesday Feb. 5 5:00 P.M.- 7:00 P.M. Cocktails	ANNUAL COCKTAIL PARTY FOR PRESS Beauty editors will once again be invited to Tangee's annual cocktail party for the press. Attendance by invitation only. Publicity: Laura Benham, WI. 2-3000.	HOUSE OF TANGEE	PARK LANE LA PETITE SUITE
Beginning Monday Feb. 11	FOGA TO SHOW SUMMER LINES February collections will be the only lines for the season, comprising, with the Spring and Fall, a permanent program of 3 seasons a year. Guild houses presenting summer lines include: HANSEN BANG ROSE BARRACK WIL. BASS DRESS CAPRI FROCKS CARLYE DRESS DEITSCH, WERSBA & COPPOLA FOX-BROWNIE ED GERRICK A. GOODMAN	FASHION ORIGINATORS' GUILD OF AMERICA INC. FRED GREENBERG DRESS JOSEPH HALPERT HORWITZ & DUBERMAN INTERNATIONAL DRESS JUNIOR LEAGUE FROCKS KAPLAN & GRABOIS SAMUEL KASS GOWNS LA RUE DRESSES DAVID LEONARD & LEVINE MARY LEE	MANUFACTURERS' SHOWROOMS MORRIS & MARCUS PARNIS-LIVINGSTON BEN REIG C. H. D. ROBBINS PAUL SACHS ORIGINALS MARTIN SIMON HERBERT SONDHEIM STARR-NORMAN SUZANNE-AUGUSTINE HANNAH TROY

Publicity: Leonard W. Gendler, Exec. Secy, CH. 4-6945.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 14 10:30 A.M.	PRESS PREVIEW: SPRING MILLINERY Henri Bendel will present his Spring millinery collection to the press. Strictly by invitation. Publicity: Frances Anderson, CI. 7-1100.	HENRI BENDEL	10 WEST 57TH STREET SALON
Beginning Monday Feb. 18	OPENING OF SUMMER LINES These summer showings are part of the Guild's seasonal alignment program, represented by 3 collections a year--Summer, in Feb.; Fall, in June; Resort and Spring, in Oct. Members of the Sportswear Guild include: ADLER & ADLER DAVIDOW DAVID M. GOODSTEIN Publicity: Bert Reinitz, LA. 4-5970.	THE SPORTSWEAR GUILD KANE-WEILL MUTUAL-ROSENBLOOM CHARLES W. NUDELMAN	MANUFACTURERS' SHOWROOMS ZOLTAN ROSENBERG SPORT-CRAFT STAR-MAID DRESSES
Monday Feb. 25 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING A Spring fashion show during luncheon, featuring the newest outfits for town, spectator sports, and including clothes for debutantes and juniors. This is De Pinna's big Spring presentation for the year. Press by invitation only. Open to public. Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	DE PINNA	ST. REGIS HOTEL IRIDIUM ROOM

PRESS OPENINGS: SPRING CUSTOM-ORDER "ORIGINALS"

Additional dates of Spring Showings of custom-made dress collections will be listed as soon as they are definite. THESE SHOWINGS ARE LIMITED TO THOSE MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Wednesday.. Feb. 27	<u>MILGRIM</u> At 2:30 P.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Monday..... March 4	<u>JAY THORPE</u> At 2:30 P.M.	29 WEST 57TH ST.	PUBL.: JAY THORPE	CI. 7-4300
Tuesday.... March 5	<u>SAKS 5TH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Wednesday.. March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Wednesday.. March 6	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300

Beginning Wednesday Feb. 27	MUSICAL PRESENTATION "FASHIONATA OF 1946" An elaborate musical fashion presentation -- "Fashionata of 1946" -- directed, written and staged by Frances Bemis, who has collaborated on the N. Y. Times Fashion Show for 4 consecutive years. Stage settings, lighting, and sound under direction of Raymond Sovey. Show sponsored by Young Matrons' Circle Club for Tallulah Falls School.	RICH'S INC.	ERLINGER THEATRE ATLANTA, GEORGIA
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MUSIC... THEATRES... MOVIES... NIGHT SPOTS

- Sunday
Dec. 30 MARIAN ANDERSON TO SING CARNEGIE HALL, 7TH AVE. & 57TH ST.
Tenth Anniversary concert by Marian Anderson, singing same program she sang a decade ago. Contact: Carnegie Hall, CI. 7-7460.
- Monday
Dec. 31 SIXTH WEEK: METROPOLITAN OPERA METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
Monday, Dec. 31 at 8:15 P.M.--Verdi's LA TRAVIATA (2nd Perf.)
Tuesday, Jan. 1 at 8:00 P.M.--Puccini's LA BOHEME (2nd Perf.)
Wednesday, Jan. 2 at 8:00 P.M.--Ponchielli's LA GIOCONDA (2nd Perf.)
Thursday, Jan. 3 at 8:00 P.M.--Gounod's ROMEO ET JULIETTE (3rd Perf.)
Friday, Jan. 4 at 8:00 P.M.--Wagner's LOHENGRIN (4th Perf.)
Saturday, Jan. 5 at 2:00 P.M.--Puccini's IL TABARRO and Donizetti's DON PASQUALE (Broadcast over WJZ-ABC)
Saturday, Jan. 5 at 8:30 P.M.--Beethoven's FIDELIO (3rd Perf.) (Pop. Prices)
Publicity: Margaret Carson, PE. 6-1200.
- Friday
Jan. 4 DUKE ELLINGTON AND ORCHESTRA CARNEGIE HALL, 7TH AVE. & 57TH ST.
Fourth annual Carnegie Hall concert by Duke Ellington and his orchestra.
Contact: CI. 7-7460.
- Saturday
Jan. 5 OPENING: "SHOW BOAT" ZIEGFELD THEATRE, 6TH AVE. & 54TH ST.
Revival of the operetta classic, with music by Jerome Kern, and book and lyrics by Oscar Hammerstein II, based on the novel by Edna Ferber. Featured in the cast of 128 actors, singers, and dancers will be Jan Clayton, Ralph Dumke, Carol Bruce, Charles Fredericks, Buddy Ebsen, and Colette Lyons. Staged by Hazzard Short. Dances by Helen Tamiris. Settings: Howard Bay. Costumes: Lucinda Ballard. Publicity: Michael Mok, CI. 6-7889.
- Tuesday
Jan. 8 OPENING: "THE DESERT SONG" NEW YORK CITY CENTER, 131 W. 55TH ST.
Revival of Sigmund Romberg's "The Desert Song", co-starring Walter Cassell and Dorothy Sandlin. Contact: CI. 6-8989.
- Tuesday
Jan. 15 VIOLIN CONCERT BY ZIMBALIST CARNEGIE HALL, 7TH AVE. & 57TH ST.
Efrem Zimbalist will appear in his first Carnegie Hall concert of the season. Contact: CI. 7-7460.
- Saturday
Jan. 19 JOSEF HOFFMAN PIANO CONCERT CARNEGIE HALL, 7TH AVE. & 57TH ST.
Josef Hoffman's only New York recital this season. Contact: Carnegie Hall, CI. 7-7460.
- Saturday
Jan. 19 SONJA HENIE'S ICE REVUE MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
Sonja Henie and her 1946 Hollywood Ice Revue will appear from Jan. 19 to Jan. 25; Jan. 28 to Jan. 31; and Feb. 4-Feb. 7 -- a 15-day engagement. Contact: CO. 5-6800.
- Tuesday
Jan. 22 OPENING: "O MISTRESS MINE" THEATRE TO BE ANNOUNCED
Theatre Guild's and John C. Wilson's production of Terence Rattigan's comedy starring Alfred Lunt and Lynn Fontanne, with Dickie Patten, Margery Maude, Ann Lee, Marie Paxton, and others. Produced in London and Paris last season. Directed by Alfred Lunt. Costumes by Molyneux. Publicity: Joseph Heidt, CO. 5-6180.